CLAIM AMENDMENTS

1 (Previously Presented)

A personnel guidance and location control system for guiding a group of pedestrian individuals into a line thereof a relatively narrow pedestrian pathway and controlling movement thereof and to an activity beyond the end of that pathway, said guidance and location control system comprising:

a) a at least one ground cover substrate for disposition on a ground surface;

b) at least one elongate element associated with said cover substrate and in for securement at a fixed location thereon for defining an end of a line of the group of pedestrian individuals and representing a waiting location for the individual at the front end of the group of pedestrian individuals in the line and where each of the individuals may wait their turn at the elongate element until they are ready to be received at the destination, so that the individuals may proceed to a the destination in advance of the front end of the line in an orderly and successive manner;

c) a pair of spaced apart rows of plurality of small discrete path forming elements associated with said ground cover substrate in fixed locations thereon

relative to the elongate element and extending from opposite ends of the elongate element creating a pair of spaced apart pathway boundaries to define a the pedestrian pathway of movement for the group of individuals; and

d) said pathway being of a width sufficient to receive a line of individuals and arranged to guide the group of individuals to the end of the line position and being arranged to conform to an existing environment for optimum placement of a group of pedestrian individuals, the pathway boundaries defining the boundaries of movement to the side for each of the individuals in the group allowing each of the individuals to await their turn in the pathway to reach the end of the line position and then leave that end of the line position for the destination in advance of but in proximity to the end of the line position;

e) a plurality of movement indicator elements on said pathway between the spaced apart pathway boundaries and being presented in such manner to suggest that the individuals in the line walk in the pedestrian pathway and to depict the direction of movement in that pathway so that the individuals move to the end of the line position, said movement indicator

elements cooperating with the path forming elements to present a desired pathway and a direction of movement to an end of a line position and to a destination in advance of that end of the line position; and

f) means associated with said elongate element and said small discrete elements for securing locating same with the ground cover substrate, whereby the ground cover substrate and elongate element and small discrete elements can be secured to located on the ground surface and arranged in a desired orientation to conform to an existing environment so as to optimize use of pedestrian walking space in that existing environment, the small discrete elements thereby presenting a desired pattern to enable the orderly and controlled movement of a group of pedestrian individuals into one or more lines of same to a destination.

2 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that said small discrete path forming elements extend from regions in proximity to opposite ends of the elongate element, and are arranged at a width less than the width of a conventional passenger automobile.

3 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that indicia is provided on the upper surface of the elongate element and may cooperate with the movement indicator elements to show a direction of movement.

4 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that fastening means is associated with the underside of the elongate element and with the underside of the small discrete elements, and that the fastening means comprises a downwardly projecting threaded member.

5 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that fastening means is associated with the underside of the elongate element and the small discrete elements, and that the fastening means is an adhesive strip.

6 (Currently Amended)

A system for controlling movement of pedestrian personnel in a facility servicing such personnel and presenting informational messages in connection therewith, said system comprising:

a) a ground cover substrate for disposition on a ground surface;

b) at least one element ~~a plurality of path forming elements~~ associated with said ground cover substrate which represents a physical standing or waiting position for a pedestrian individual or a guidance path or an end of line position immediately in advance of that physical standing or waiting position;

c) a plurality of path forming elements extending from said at least one element defining a pair of spaced apart boundaries of a pathway of movement and representing a direction of movement for a group of the pedestrian individuals and in which an activity may take place and which ground cover substrate is positionable in a location in which movement of the pedestrian individuals is to be controlled in an orderly and organized manner; ~~and~~

~~c)~~d) a first advertising or promotional informational message located on presented at an upper relatively flat surface of said substrate in such manner that

it is relatively interchangeable at will so that a second advertising or promotional informational substrate message may be readily and quickly interchanged and presented at said surface on said substrate in substitution for said first informational message~~.~~; and

~~d)~~e) each of said informational messages having content which is related to the facility at which the pedestrian individuals are being serviced or to products or services which are offered by that facility or a direction of movement with respect to that facility, such that the ground cover substrate guides or locates the individuals in an organized and orderly fashion and simultaneously presents at least one message relating to the purpose that such pedestrians are visiting such facility.

7 (Previously Presented)

The system of Claim 6 further characterized in that said first information message informational message is located under a relatively transparent cover member secured to said substrate with a pocket allowing access to said first informational message for removing same and inserting same.

8 (Previously Presented)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational message has a raised portion which extends above the upper relatively flat surface of said substrate.

9 (Previously Presented)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational message cooperates with the path forming elements and shows or describes direction of movement of one or more pedestrian individuals.

10 (Previously Presented)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational message identifies a particular standing location for an individual in which an activity is to be conducted.

11 (Previously Presented)

The system of Claim 6 further characterized in that a foam portion is located with respect to said substrate in order to provide a raised effect to at least one of the first informational message or second informational message.

12 (Previously Presented)

The system of Claim 6 further characterized in that at least one of said first informational message or second informational message is mounted within a recessed portion in said substrate and is removable therefrom.

13 (Previously Presented)

A method for a personnel location and movement control system for guiding a group of pedestrian individuals and also presenting an informational message to said pedestrian individuals, said method comprising:

a) a ground cover substrate for disposition on a ground surface;

b) an end of a line defining element on said substrate representing a location for each successive pedestrian individual who reaches the front of the line of individuals to wait until he can be received at a destination in advance of said end of a line defining element;

c) a group plurality of individual rows of spaced apart small discrete path forming elements associated with said ground cover substrate and extending from ends of the end of the line element in parallel pairs of such discrete elements to define a relatively narrow pathway for guiding the movement of the pedestrian individuals;

d) a plurality of movement indicator elements on said ground cover substrate between the spaced apart pathway boundaries and being presented in such manner to suggest that the individuals in the line walk in the pathway and to depict the direction of

movement in that pathway so that the individuals move to the end of the line position, said movement indicator elements cooperating with the path forming elements to present a desired pathway and a direction of movement to the end of a line position and to a destination in advance of that end of the line position;

e) means for presenting a an informational message on at an upper surface of said substrate in such manner that the message is removable therefrom and replaceable by another informational message.; and

f) each of said informational messages having content which is related to the facility at which the pedestrian individuals are being serviced or to products or services which are offered by that facility or a direction of movement with respect to that facility, such that the ground cover substrate guides or locates the individuals in an organized and orderly fashion and simultaneously presents at least one message relating to the purpose that such pedestrians are visiting such facility.

14 (Previously Presented)

The personnel location and movement control system of Claim 13 further characterized in that there is an end of the line elongate

element defining an end of the pathway and two generally parallel lines a plurality of small discrete elements extending from the elongate element defining a the pathway of movement for the pedestrian individuals and an elongate element defining an end of the line position for a person at the head of the line of pedestrian individuals.

15 (Previously Presented)

The personnel location and movement control system of Claim 13 further characterized in that said first information informational message is located under a relatively transparent cover member secured to said substrate with a pocket allowing access to said first informational message for removing same and inserting same.

16 (Previously Presented)

The personnel location and movement control system of Claim 13 further characterized in that said informational message has a raised portion which extends above the surface of said substrate.

17 (Previously Presented)

The personnel location and movement control system of Claim 13 further characterized in that said informational message cooperates with the movement indicator elements and shows direction of movement of one or more pedestrian individuals.

18 (Previously Presented)

The personnel location and movement control system of Claim 13 further characterized in that said informational message identifies a particular standing location for an individual in which an activity is to be conducted.

19 (Cancelled)

20 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that said discrete members and elongate member and the pathway defined thereby being sufficiently low to said ground surface that they do not constitute barriers to individuals with ambulatory disabilities or in wheelchairs, such that wheelchairs can easily ride over the discrete members and the elongate member and individuals with ambulatory disabilities can readily walk over such discrete members and elongate member.

21 (Previously Presented)

The personnel guidance and location control system of Claim 20 further characterized in that said pathway is also arranged to conform to an existing environment for optimum placement of the group of pedestrian individuals to maximize optimum use of space and to avoid pedestrian traffic congestion and which substrate and the

elements can be relocated to another position pursuant to need therefor.

22 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that said ground cover substrates have end margins on said substrates so that one substrate is capable of being arranged in abutting relationship with another substrate to form a desired pattern to thereby generate a selected pathway for the group of individuals.

23 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that said end of the line element is located on a substrate which is spaced slightly apart from an end of the other substrates to represent an end of the line position, but which is cooperatively located with respect to such other substrates to identify an end of the pathway

24 (Previously Presented)

The system for controlling movement of pedestrian individuals of Claim 6 further characterized in that said plurality of elements comprises at least one elongate element associated with said cover substrate and being located in an orientation generally perpendicular to a direction of movement of the pedestrians and

located to define and end of a line of the group of pedestrian individuals and representing a waiting location for the individual at the front end of a group of pedestrian individuals in the line, and where each of the individuals may wait their turn at the elongate member until they are ready to be received at a destination, so that the individuals may proceed to the destination in advance of the front end of the line in an orderly and successive manner.

25 (Previously Presented)

The system for controlling movement of pedestrian individuals of Claim 24 further characterized in that said plurality of elements comprises a pair of rows of small discrete elements associated with said ground cover substrate in fixed locations relative to the elongate element and extending from opposite ends of the elongate element creating a pair of spaced apart pathway boundaries to define a pedestrian pathway of movement for the group of individuals.

26 (Previously Presented)

The system for controlling movement of pedestrian individuals of Claim 25 further characterized in that said pathway is of a width sufficient to receive a group of individuals and arranged to guide the group of individuals to the end of the line position and being arranged to conform to an existing environment for optimum placement of a group of pedestrian individuals, the pathway boundaries

defining the boundaries of movement to the side for each of the individuals in the group allowing each of the individuals to await their turn in the pathway to reach the end of the line position and then leave that end of the line position for a destination in advance of but in proximity to the end of the line position.

27 (Previously Presented)

The personnel guidance and location control system of Claim 1 further characterized in that said movement indicator elements are footprints to suggest a walking movement in the pathway.

28 (Previously Presented)

The personnel guidance and location control system of Claim 27 further characterized in that said footprints are oriented to show a walking movement and, moreover, suggest a direction of movement toward the end of the line position.

29 (Previously Presented)

A method of guiding a group of pedestrian individuals into a relatively narrow pedestrian pathway while controlling movement thereof toward an activity beyond the end of that pathway, said method comprising:

a) locating a ground cover substrate with respect to a ground surface and containing at least one elongate end of the line element and a pair of spaced apart rows of small discrete path forming elements associated with that end of the line element and extending from opposite ends of the elongate end of the line element creating a pair of spaced apart pathway boundaries;

b) causing movement of a group of individual which would otherwise congregate in an unorganized and uncontrolled fashion, around or with respect to that activity, into a line of individuals on that ground cover substrate;

c) causing the group of individuals to walk in the defined pathway formed by the pair of spaced apart rows of the path forming elements to the end of the line position and representing a location for the individual at the front end of the line of pedestrian individuals;

d) allowing each of the individual who reach the front end of the line to wait their turn at the elongate element until they are ready to be received at the destination so that the individuals may proceed to the destination in advance of the front end of the line in an orderly and successive manner;

e) also causing the pedestrian individuals in the pathway to follow movement indicator elements on the pathways between the spaced apart boundaries so that there is a suggestion to the individuals in the line to walk in that pathway and also to suggest the direction of walking movement in that pathway so that each of the individuals move to the end of the line position;

f) the pathway being sufficiently wide to receive the individuals in the group and arranged to guide the individuals to the end of the line position and also enabling the group of individuals to be moved in a manner to conform to an existing environment for optimum placement of the pedestrian individuals; and

g) means associated with the substrate to locate same on the ground and arranging the orientation of the substrate to conform to an existing environment so as to optimize use of pedestrian walking space in that environment.

30 (Previously Presented)

The method of Claim 29 further characterized in that the size of the pathway is established to be less than the width of a conventional passenger automobile.

31 (Previously Presented)

The method of Claim 29 further characterized in that indicia is provided on the substrate for viewing by the pedestrian individuals and which indicia may cooperate with movement indicator elements to also provide a suggestion to walk in the pathway and to move to the end of the line position.

32 (Previously Presented)

The method of Claim 29 further characterized in that the method comprises locating an informational or advertising message on said substrate so that the pedestrian individuals may readily and easily see the informational message as they walk in the pedestrian pathway.

33 (Previously Presented)

The method of Claim 32 further characterized in that said method comprises periodically changing that informational message.

34 (Previously Presented)

The method of Claim 29 further characterized in that the method comprises locating said substrate very close to a ground surface so that the substrate does not constitute a barrier to individuals with ambulatory disabilities or in wheelchairs allowing the wheelchairs to ride over the path forming elements and the end of the line element.